

Every Inch OF THIS Great Announcement Breathes Interest FOR THE Busy Xmas Shopper

WE ARE READY IF YOU ARE

Only fourteen shopping days before Christmas! Time is short. Last year you said: "I'll do my shopping earlier next year." Do it now. This popular store is stocked full of just the things you want. Buy presents this week and get it off your mind.

Two Tiny Weeks Till Christmas, "Get Busy"

WE KNOW YOU'LL PARDON THE SLANG, BECAUSE THAT JUST SAYS WHAT WE ARE THINKING

EVERYTHING IS READY FOR YOU TO BUY AT ONCE. THE MERCHANDISE IS HERE—CARLOADS OF IT—READY FOR YOUR CHOOSING, AND FOR THE PURPOSE OF ACCENTUATING EARLY CHRISTMAS SHOPPING WE HAVE SELECTED THIS MAMMOTH SHOWING OF POWERFUL BARGAINS IN THE MOST RELIABLE HOLIDAY GOODS MANUFACTURED, AND OFFER THEM IN THE FIRM BELIEF THAT DISCRIMINATING BUYERS WILL RECOGNIZE THE PRICES QUOTED AS THE LOWEST EVER ADVERTISED AT THIS SEASON OF THE YEAR.

HERE ARE SPECIALS AND BARGAINS IN CHRISTMAS GOODS FOR EVERYBODY.

EARLY BUYING OF CHRISTMAS GIFTS

Has many considerations to recommend it, among which these are prominent: Leisure for making appropriate selections and choice from assortments now at the highest point of completeness.

MONDAY!

The Regular 15c Fruit of the Loom and Lonsdale Muslins

With the genuine tickets on them. yard wide, none better. For one day only at **11 1/2c**

MONDAY!

\$6 Imported White Marseilles BED SPREADS

None finer, rich in appearance and durable, 3 yards long and 2 1/2 yards wide, for one day at each **\$3.88**

ESTABLISHED 1864

F. A. Zerbach & Co.

ONE PRICE TO ALL NEVER UNDERSOLD

MONDAY!

75c Hemstitched White Linen DRESSER SCARFS

Pure linen, 18 inches wide and 36 inches long, for one day at each **44c**

MONDAY!

\$2, \$2.25 and \$2.50 White Silk Embroidered SKIRTING FLANNELS

Scalloped edges, cut out edges and hemstitched effects. For one day at a yard **\$1.39**

BIG BARGAINS IN

Silks and Dress Goods Before the Christmas Rush

If you have any thought of giving mother or sister a dress goods pattern for Christmas, you can save a whole lot on it—if you get it here this week. We've many special values to offer. Just at this time, a few of which follow:

Silk Department

Waist Lengths at Special Prices.

50 patterns, plain and fancy silk, to choose from; sensible as a Christmas gift. The assortment includes every shade, also choice of plaids and novelties of this season. Worth regular \$5.00 to \$6.00 apiece. Special for Monday and week **\$3.85**

Fancy Silk Crepes for Ladies' Scarfs

22 inches wide, all washable colors, come in very neat floral designs, borders, etc. Regular price \$1.10 a yard. Special for Monday and week **79c**

Dress Goods Department

Choice Skirt Lengths Make Practical Christmas Gifts.

The assortment includes fancy Panamas, serges, chevrons, silk and wool novelties, etc. Also new effects in stripes, checks, plaids and mixed novelties. Worth regular \$6.50 to \$7.50 a pattern. Special Monday and week, a full skirt length at each **\$4.90**

Crepe Albatross

35-inch all wool fine quality crepe Albatross in street and evening colors, including cream and black. The best 75c grade. Special for Monday and week at a yard **59c**

A HOLIDAY SALE OF

Umbrellas FOR EVERYBODY.

This bargain news is doubly welcome, coming as it does just when you are thinking of buying holiday gifts. Our stock comprises the greatest variety of styles for men and women. There is an immense variety of beautiful handles in Horn, Ivory, Silver, Gold plated, Gun Metal, Pearl and Natural Wood in plain or metal trimmed. The rods are of best tempered steel. The frames are the best paragon seven-ribbed. The covers are of best waterproof material.

\$2.00 VALUES AT \$1.25 EACH.

Men's and Women's union taffeta or twilled glorio covered umbrellas, great variety of handles to choose from.

\$4.00 VALUES AT \$2.50.

Men's and Women's style handles to choose from, covered with reliable glorio silk, looks and wears well.

\$7.50 VALUES AT \$5.00.

Men's and women's all pure silk or finest taffeta covered umbrellas with latest design handles, among them many exclusive novelties.

MONDAY!

\$4.00 and \$4.50 WHITE DAMASK DINNER NAPKINS

German and Irish Linens, full bleached and silver bleached, 20 inch, 22 inch and 24 inch, all new designs; for one day at a dozen **\$2.88**

MONDAY!

15c Silkolines

Magnificent new art patterns, in the most artistic color combinations, all 35-inch wide. For one day at a yard **9 1/2c**

HOLIDAY FURS



That can be depended upon. Going at special sale prices.

\$25.00 FUR SETS, \$16.90. Made from rich, glossy skins, lined with guaranteed satin. Very stylish Isabella fox and lap minks. Special all week at **\$16.90**.

\$8.00 FUR SETS, \$4.90. A beautiful brown Coney Boa and Pillow Muff to match, box is fully 52 inches long, and muff is extra large. A regular \$8.00 set this week **\$4.90**.

TOMORROW WE SHALL START WHAT, FROM THE POINT OF QUALITY AND VALUE GIVING WE FEEL JUSTIFIED IN CALLING

THE GREATEST GLOVE SALE

This is the very time when Gloves are most wanted, both for your own use or for holiday gifts; therefore this timely sale of the most dependable and reliable makes of Ladies' Gloves merits your greatest attention.

25c GOLF GLOVES AT 19c—Ladies' fancy knitted Golf Gloves with black wrist, the best wear, ing, prettiest 25c grade, on sale at **19c**

40c GOLF GLOVES AT 25c—Ladies' Woolen Golf Gloves in black, white and colors, either plain or with fancy striped palm, superior 40c grade **25c**

50c GOLF GLOVES FOR 29c—Ladies' very fine quality fancy knitted all wool Golf Gloves, in all sizes, of every desirable color, a quality you cannot duplicate for less than 50c a pair **29c**

75c GOLF GLOVES AT 49c—Best quality, finest wool knitted golf Gloves, with seamless palms, in all sizes and colors, the best 75c values on sale **49c**

\$4.00 GLOVES AT \$3.25—Finest French kid, full 16-button length, gloves in black, white, tan, brown, ox blood, gray, navy and green. The very best \$4.00 kid glove value in the market on sale here **\$3.25**

\$3.50 GLOVES AT \$2.85—Same quality as above in 12-B length, in every desirable color and shade, all sizes, gloves you cannot duplicate in quality even at our regular price of \$2.50, on sale **\$2.85**

\$1.50 LONG GLOVES FOR 79c—Ladies' finest silk finished black lisle thread gloves in full 15-B length, all sizes, a very durable beautiful fitting glove, in the best \$1.50 quality, on sale **79c**

A SALE OF FLOUNCED BED SETS

These are all special prices—just how special you can see by the comparison with the regular figures, for "value" in these cases, as in most of our advertising, means the prices for which we usually sell the same goods. Flounced Renaissance white Bobinet Bed Sets, all made on the finest English Bobinet with deep Bonnet Valance, some have real Battenberg centerpieces and are finished with real Battenberg lace inserting and edging—others have beautiful braided centerpieces with braided border and full ruffles—all are elaborate and go on sale as follows:

\$5.00 Sets, including Bolster Cover, on sale, at **\$3.60**

\$7.00 Sets, including Bolster Covers, on sale, at **\$4.20**

\$10.00 Sets, including Bolster Covers, on sale, at **\$7.35**

\$12.50 Sets, including Bolster Covers, on sale, at **\$8.70**

\$17.50 Sets, including Bolster Covers, on sale, at **\$11.95**

\$22.50 and \$25.00 Sets, including Bolster Covers, on sale, at **\$17.20**

HOLIDAY SALE OF FINE HOSIERY

Tomorrow (Monday) we place on sale the greatest and best values in high grade artistic Hosiery Salt Lake has ever known, if you have or intend to put Hosiery on your Christmas shopping list you can save fully 1-3 on your purchase by buying them here and now.

Ladies' fine Lisle Thread or Maco Cotton Hose in lace or plain weaves, neatly embroidered in an endless variety of pretty designs, come in fast black, tan or white, all sizes, all the best 75c grades, on sale **50c**

Ladies' fine quality Pure Silk Hose in fast black, with silk or Lisle Thread soles, all sizes; a Hose you cannot duplicate for less than \$2.00 a pair, goes on sale this week, at **\$1.35**

Ladies' finest quality Lisle Thread or Gauze Cotton Hose, in fast black, tan or white, elegantly embroidered in a vast variety of patterns; these make most pleasing Xmas Gifts, all our \$1.25 grades are on sale this week, at **85c**

A Special Clothing Message

That's short, but extremely important to any body who wants to save at least a third in clothing purchased this week.

BOYS' SUITS—One-third slashed off from every suit price!

Every boys' suit worth from \$2.50 to \$10.00, including about 150 high grade suits received only last week, will be reduced.

This is the greatest suit opportunity of the year!

\$6.50 BOYS' SUITS—Including Knickerbocker style **\$4.35**

BOYS' and YOUTHS' OVERCOATS—One-third slashed off from every overcoat price!

Two examples of how prices are cut:

BOYS' \$3.00 OVERCOATS—\$1.95

YOUTHS' \$8.00 OVERCOATS—\$5.35

One-third to one-half slashed off from every suit cut this way:

\$600 SUITS—\$2.95

\$15.00 SUITS—\$9.95

A Holiday Sale of Down Comforts and Fine White California Blankets

The values are really marvelous.

Down Comforts, value \$7.50, on sale at each **\$5.60**

Down Comforts, value \$9.00, on sale at each **\$7.20**

Down Comforts, value \$12.00, on sale at each **\$8.60**

Down Comforts, value \$17.50, on sale at each **\$13.90**

Down Comforts, value \$22.50, on sale at each **\$17.80**

Down Comforts, value \$27.50, on sale at each **\$19.40**

Down Comforts, value \$35.00, on sale at each **\$26.95**

White California Blankets, value \$12.00, on sale at, pr. **\$8.20**

White California Blankets, value \$15.00, on sale at, pr. **\$10.30**

White California Blankets, value \$18.00, on sale at, pr. **\$11.20**

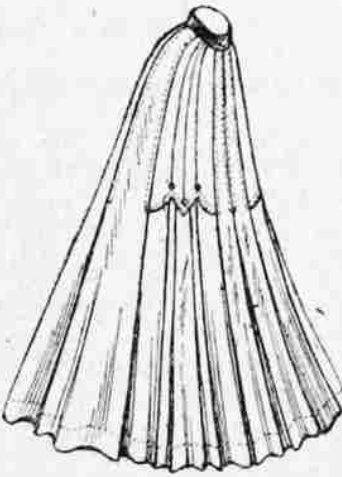
White California Blankets, value \$22.00, on sale at, pr. **\$12.90**

White California Blankets, value \$25.00, on sale at, pr. **\$16.40**

White California Blankets, value \$25.00, on sale at, pr. **\$18.70**

Holiday Specials in Women's Coats, Silk Raincoats, Tailored Suits and Tailored Skirts

That will be appreciated by the thousands who prefer to give the sensible sort of Xmas Gifts—the values commend themselves to every economically inclined shopper. Read them carefully.



\$10.00 Misses' Coats \$5.95

About 50 Misses' 50-inch length coats, made of fine heavy mixture, full box effect, double-breasted, inside notched collar, Gibson effect over shoulders and handsomely trimmed with velvet and fancy braid. Sizes 14 to 18 years. Elsewhere \$10.00. Here this week **\$5.95**

\$12.00 & \$15.00 Skirts \$7.50

The best skirts ever offered at this price. Two styles: one 10 gores, made of extra fine Clifton Panama, full pleated around bottom, the other made of Ladies' Cloth, with 15 gores, box pleat front, and side pleats to back. Brown, navy and black. All sizes. Positively regular \$12.00 and \$15.00 skirts. For the week **\$7.50**

\$15.00 Ladies' Coats \$8.95

Extremely stylish ladies' long coat, loose fitting, made of wool beaver, trimmed with pull braid; Japanese effect over shoulder and sleeve, velvet collar. All sizes. Worth fully \$15.00. While they last, at **\$8.95**

\$22.00 and \$22.50 Silk and Satin Raincoats \$12.75

These new stylish coats are handsome in appearance and thoroughly practical. Cut full double-breasted, circular back, high storm collar that can be buttoned close to neck. All sizes. Real \$22.00 and \$22.50 values. **\$12.75**

\$25.00 Silk Coats \$14.75

Two magnificent styles of Taffeta silk coats, one 52 inches long, the other 2 lengths. Cut very full and loose fitting, heavily interlined and lined throughout with Farmer's satin. Worth fully \$25.00. Special this week **\$14.75**

A HOLIDAY SALE OF HANDKERCHIEF LINENS

Of all sales one could conceive, what could be more interesting right now than this sale of Handkerchief Linens. It's the most remarkable bargain opportunity in months.

50c Handkerchief Linens, on sale this week **58c**

90c Handkerchief Linens on sale this week **69c**

\$1.00 Handkerchief Linens, on sale this week **77c**

\$1.25 Handkerchief Linens on sale this week **98c**

\$1.50 Handkerchief Linens on sale this week **\$1.10**

\$1.75 Handkerchief Linens on sale this week **\$1.23**

\$2.00 Handkerchief Linens on sale this week **\$1.60**

MONDAY ONLY! \$1.75 CHILD'S FUR SET

About 100 of these beautiful little Angora Fur Sets, for tots up to 8 or 10 years. Christmas is only two weeks away, and these \$1.75 sets will go Monday only—

\$1.23

\$1.23

\$1.23

\$1.23

\$1.23

\$1.23

\$1.23

TWO BIG HOLIDAY SPECIALS IN FANS

Just the thing for a neat holiday gift. These special sale lots will bring them to you at great savings.

\$1.00 FANS AT 59c.

Beautiful Feather Fans in white or light colors, most of them decorated in spangles and hand-painted designs, and a great variety of pretty silk gauze Fans, none in the lot worth less than \$1.00, the sale **59c**

\$1.50 FANS AT 99c.

Nobby Gauze Fans in endless variety of pretty designs, styles you never have seen duplicated for less than \$1.50 each, are on sale **99c**

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HOLIDAY SALE OF Waist Patterns

Waist patterns are practical and acceptable Christmas Gifts. Prices like these seldom occur:

\$1.20 Waist patterns, 3 yard lengths, in Madras and Poplin, figured, checked and striped effects; go this week, at **77c**

\$1.25 and \$1.50 Wool Waist patterns, consisting of Scotch and Tricot Flannels, plain and plaid effects, 3 and 3 1/2 yard lengths, this week **88c**

\$1.75 and \$2.00 White Waist patterns, highly mercerized fabrics, 3 yard lengths, go this week, at **\$1.18**

\$2.25 Waist patterns, in mohair finished Panama and Serge Flannel effects, handsome plaids, this week **\$1.44**

\$2.50 Waist patterns, in Taffeta wool, plaids and Viyella Flannels, this week each **\$1.98**

HOLIDAY SALE OF Picture Plaques

Glass covered Picture Plaques in metal frames, greatest variety of subjects to choose from; they make neat and pretty Xmas Gifts, and all are on special sale this week at half and less than half regular values.

8 and 9-inch sizes, value 20c each, sale price **10c**

10-inch size, value 25c each, on sale, at **15c**

12-inch size, value 50c, on sale, at **19c**

14-inch size, value 50c, on sale, each **29c**

14-inch size, in extra heavy frames, regular 75c value, this week, sale price each **35c**

Christmas news in SHOES

FOR EVERYBODY.

There couldn't be a more practical gift and the Xmas Stock is larger and more varied than ever before. Truly buying and small profits make it possible to make exceptionally low prices besides:

MEN'S EMBROIDERED VELVET OR LEATHER SLIPPERS—For house wear (sizes 6 to 10) value \$1.25, Special a pair **85c**

LADIES' BLACK OR RED FELT SLIPPERS—With fur tops and leather soles, (sizes 3 to 7) **98c**

LADIES' FELT SHOES—With leather soles and heels, all sizes, value \$1.25, Special at **90c**

MISSIES RED OR BLACK—Felt slippers, with leather soles, (size 1 1/2 to 2) a pair **95c**

LADIES' CROCHET BED ROOM SLIPPERS—In black, brown, red or red, a pair **95c**

SPECIAL PRICES ON SLIPPER SOLES—For men, women and children, this week **95c**

RUBBERS FOR EVERYBODY—at quick selling prices.

In Men's and Boys' Wear Popular for Gifts

Here are a few price hints for this week:

BOYS' DEPARTMENT

65c Boys' Black Fur Gauntlet **49c**

85c Boys' leather Gauntlet gloves **69c**

65c Boys' Wool Golf Gloves **49c**

Children's Rusty Brown Sweaters, \$2.00 values, special **\$1.29**

These are strictly all wool. Sizes 22 to 34. Colors: Red, blue, white and fancy combinations.

GENT'S FURNISHINGS DEPARTMENT

\$1.50 Gents' Dress Gloves, **\$1.19**

A most appropriate Xmas Gift. We offer a large assortment, in dress and undressed kid gloves in different shades of tan and gray.

\$1.75 PURE SILK MUFFLERS AT \$1.35

These are of extra good quality and are in the long scarf or extra full size, square, styles: Colors: black, white, red and various other shades, either plain or figured.

Shop by Mail If you live out of town you can take advantage of our low prices by ordering from this ad. Goods shipped promptly and carefully packed.